

Department of Health—Tobacco Prevention and Control Implementation Advisory Committee *Meeting Notes—August 28, 2003*

Updates

SHSCAP Update

Tom reviewed the SHSCAP August Update with the committee. He emphasized several items:

- SHSCAP is collecting information from contractors from their programs in second hand smoke prevention.
- The group is collecting testimonials from businesses that have instituted second hand smoking policies and are seeing rewards from them.
- The group is developing a definition of the term, “smoke free.”
- The group is coordinating an assessment of smoking policies from employers with fifty or more employees.

Tom emphasized that anyone with questions or suggestions was welcome to get in touch with him.

Regional Meeting Protocol

A copy of the protocol document was shared with the committee. It was also decided that whenever practical that committee members would make copies of their own notes to share at regional meetings.

Youth Strategic Planning

Carla reported that youth strategic planning would be postponed until after the larger strategic planning process had taken place and directions were more clearly defined.

Contractor Survey

Terry reported that the Contractor Survey had been sent to coordinators on August 26th. He asked that they be returned by September 19th. The results and actions will be a topic for the December IAC meeting.

Strategic Planning Process

Terry reported that the planning meeting would take place on November 12th and 13th. He plans to involve about 25 stakeholders. While he does not anticipate major changes to the core goals, the process will help prioritize strategies for the next three to five years. Results from the process will be reviewed at the December IAC meeting.

New DOH Employee

Terry announced that the TPC program had received authority to hire a new FTE. Plans call for this person to have primary responsibility in managing county contracts and coordinating the Tobacco Prevention Resource Center contract. Some reordering of duties among existing staff will occur based on the program addressing the three priority areas (listed below) for SFY 2004.

- Second hand smoke policy development
- Disparities strategic plan implementation
- Program review process implementation

County Profiles

Julia Dilley reviewed several issues concerning County Data Reports.

Template for Adult Telephone Survey Results

Julia shared the template for presenting results from the Adult Telephone Survey with committee members. The template describes survey methods, gives presenters ideas on how to interpret the results, and offers suggestions on how to handle questions about the results. In particular there was a lot of discussion on the effect of margin of error on interpreting the results.

The results themselves have been distilled into several charts that show progress in major goal areas.

Terry reminded the group that the Health Officers would get a notified of the county data reports process (including a report similar to the one given to contractors) from Mary Selecky at a meeting on September 18. Tobacco Coordinators should expect questions from the Health Officers and Nursing Directors.

The group had a number of good suggestions:

- Include a list of all the questions for reference
- Highlight the questions that are used in the summary reports—and why they were chosen
- Include definitions of margin of error and confidence level
- Prepare key presentation points—especially how to present data in a positive light
- Allow individual counties to add one – two county specific questions in future surveys

County and Priority Population Databooks and Profiles

Julia asked the group for feedback on developing two resources of data. The first would be a Profile or Executive Summary version of data. The other would be a more comprehensive—Big Book of Data. The group thought this two-pronged approach would be helpful.

Strategic Planning

Julia stated that she hoped to complete the databook projects by the end of the year. The intent is to provide it as an additional resource for contractors as they develop their strategic plans and annual workplans.

The group suggested that the strategic planning group use this enhanced data to target significant audiences during the planning process.

Tobacco Prevention Resource Center

Joni Greathouse updated the committee on the past year's activities of the Tobacco Prevention Resource Center (TPRC) and plans for the next year.

Training

Contractors and Other Stakeholders

- 12 events last year
- 12- 18 events this year
- Capacity building in the Cross Cultural Leadership Institute

Health Care Professionals

- Basic Tobacco Intervention Skills Training—5 A's
- CE credits for professionals
- 20 new instructors

First Steps and Women Infants and Children (WIC)

- First Steps Tobacco Cessation Training
- CE credits offered
- 30 events last year; 6 planned for next year

Youth Program Staff

- Regional Youth leadership Retreat
- Two Advocacy vs. Lobbying Workshops

Technical Assistance

- Build capacity in contractors and community stakeholders
- Process forms on TPRC website in September
- Focus on outcomes

Speakers Bureau

- 50 speakers listed on website
- PowerPoint presentations contractors can use on the website

Information Service

- Monthly review of literature with eight new citations and abstracts posted on the website
- Database of past articles

- FAQ's
- Research requests for specific issues through DOH coordinator

Feedback from the Committee for TPRC

- Show “What’s New” through the Catalyst program
- Post a list on the website of contact people at TPRC and include links to their e-mail
- Look at adapting 5 A’s training for social services providers
- Develop a process for sharing lessons learned in TPRC pilot programs with other stakeholders
- Develop a special list of speakers qualified in areas prioritized by the strategic plan—including speakers with modest fees

Contact Information

- TPRC Website—www.tobaccoprc.org
- LaJuana Locklin
 - 206.447.1755
 - llocklin@jba-cht.com

Clearinghouse

Terry reported on the challenges facing the Tobacco Materials Clearinghouse. For the present, DOH will provide the services using internal staff. TPRC is convening a task force to look at the best way to provide these services in the future. He asked for task force volunteers and suggestions for members. Kelly, Jackie and Jaylyn volunteered to participate on the task force. Anyone else who had suggestions for members or feedback was asked to contact Tamatha Thomas-Haase by September 15th.

Program Review Process

Terry kicked off the discussion by emphasizing the need for the a consistent program review. Contracts to counties, schools, tribes and other partners account for approximately 33% of the expenditure of the tobacco funds. It is essential that a comprehensive review process be used to improve the quality of performance and provide good stewardship of the funds.

The instrument for the review that was present to IAC members was the result of a lot of hard work and input from a sub-committee of IAC members and TPC staff working with a consultant. It has been piloted with Lewis County and Thurston Together in May and will be piloted to an ESD and Tribe in September. Phase one of program review begins in October with ESD 101, Spokane, Grant and Clark Counties and two Tribes.

Carla emphasized that the process was to be constructive in nature—designed primarily for quality improvement not penalty. A report will be shared with contractors following the review acknowledging major accomplishments and outlining issues (if any) needing

attention. These results will be shared on a “need to know” basis only, unless released through a public disclosure request.

Contractors can expect to participate in the review process every three years. Carla asked for feedback on the best way to schedule reviews starting in 2004. Suggestions included:

- Prioritizing IAC members
- Asking for volunteers
- Starting with the largest programs
- Starting with programs that are currently having challenges

IAC members were asked to share suggestions and concerns:

- Getting managers within their organization scheduled for the review
- Providing plenty of advance notice before the review for scheduling and document collection
- Differentiate clearly between items that are requirements or minimum standards and those that are program best practices.
- Develop a separate page of required items
- Develop a clear, positive process for feedback
- Corrective action template
- Look at establishing a mentoring (buddy) system
- Look for opportunities to create better tie-ins with Catalyst

Meeting Feedback

IAC members were asked for feedback on the meeting:

- Needed more time for Julia’s presentation
- Watch out for negative phrases like “anti-tobacco”
- Allow more time for items requiring IAC input and less for updates

December Meeting Topics

- December 4, 2003 meeting date
- Strategic plan update
- Contractor satisfaction survey
- Update on review process
- Legislative preview
- Clearinghouse update
- Normal functional updates